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on October 1, 2008

TOWNSEND and TOWNSEND and CREW LLP

By: Shawn Hall

PATENT

Attorney Docket No.: 026014-002300US
Client Ref. No.: REG00559 2003 PT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

Blake SCHOLL

Application No.: 10/748,759

Filed: December 30, 2003

For: METHOD AND SYSTEM FOR
GENERATING AND PLACING
KEYWORD-TARGETED
ADVERTISEMENTS

Customer No.: 20350

Confirmation No. 2699

Examiner: RETTA, YEHDEGA

Technology Center/Art Unit: 3622

AMENDMENT

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

In response to the Office Action mailed July 1, 2008, please enter the following
amendments and remarks:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this
paper.

Remarks/Arguments begin on page 7 of this paper.